

## ORDER



**Orders**  
**Order / Rev:** 711388  
**Alt Order #:** 06304238  
**Product Desc:** DSCC-IE  
**Estimate:** 1703  
**Flight Dates:** 09/05/12 - 09/09/12  
**Original Date / Rev:** 09/25/12 / 09/25/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Great American Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW, Ste. 800  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Democratic Senate Campaign Comm.  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/09/12	25	\$46,650.00	\$39,652.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	25	\$46,650.00	\$39,652.50	0.00
<b>Totals</b>	<b>25</b>	<b>\$46,650.00</b>	<b>\$39,652.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/05/12	09/07/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	2	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					2	\$1,500.00		0.00			
2	WKYC	09/05/12	09/07/12	M-F 2-3p Rachel Ray	CM	2-3p	--WTF--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					2	\$450.00		0.00			
3	WKYC	09/05/12	09/07/12	M-F 3-4p The Doctors	CM	3p-4p	--WTF--	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					2	\$650.00		0.00			
4	WKYC	09/05/12	09/07/12	Early Today Early Today	CM	4a-430a	--WTF--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					1	\$100.00		0.00			
5	WKYC	09/05/12	09/07/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					2	\$800.00		0.00			

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 Alt Order #: 06304238  
 Flight Dates: 09/05/12 - 09/09/12

Advertiser: Democratic Senate Campaign Comm.  
 Product Desc: DSCC-IE  
 Estimate: 1703

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	09/05/12	09/07/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	2	\$1,400.00	P-3	0.00	NM	2	\$2,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	2		\$1,400.00		0.00						
7	WKYC	09/05/12	09/07/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	2	\$3,000.00	P-3	0.00	NM	2	\$6,000.00
CH3 NEWS @ 7P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	2		\$3,000.00		0.00						
8	WKYC	09/05/12	09/07/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	4	\$2,500.00	P-3	0.00	NM	4	\$10,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	4		\$2,500.00		0.00						
9	WKYC	09/05/12	09/08/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	--WTFs-	:30	2	\$3,500.00	P-3	0.00	NM	2	\$7,000.00
CH3 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTFs-	2		\$3,500.00		0.00						
10	WKYC	09/08/12	09/09/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	\$3,000.00	P-3	0.00	NM	2	\$6,000.00
CH3 NEWS S/S @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----SS	2		\$3,000.00		0.00						
11	WKYC	09/08/12	09/08/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	-----S-	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
BROWNS INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S-	1		\$650.00		0.00						
12	WKYC	09/08/12	09/08/12	Sat 7-730P SA 7-730P	CM	7-730p	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
CRIME STOPPERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S-	1		\$800.00		0.00						
13	WKYC	09/09/12	09/09/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
CH3 NEWS @ 11:35P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S	1		\$3,500.00		0.00						
14	WKYC	09/05/12	09/09/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	--WTFSS	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
CH3 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTFSS	1		\$3,000.00		0.00						
													Totals	25	\$46,650.00